

Amendments to the Specification:

Please replace the title of the invention on page 1 line 1 with the following amended title:

**DISPLAY STAND WITH FOLDABLE ~~SELF-ERECTING~~ SELF-ERECTING
SUPPORTING BASE**

Please replace paragraph [0001] on page 1 with the following amended paragraph:

[0001] The invention relates to a display stand having a tray and a ~~self erecting~~ self-erecting supporting base which is also foldable in a collapsed condition for packing with merchandise in the tray for shipping, transporting and storage.

Please replace paragraph [0002) on page 1 with the following amended paragraph:

[0002] Display stands made of cardboard or corrugated board material are commonly used for displaying merchandise. Such display stands have either a flat top or a tray for displaying the merchandise. The top is supported by a base which may be folded over or under the tray for storage or transportation. The base is often attached to or integrally formed with the tray such that the display stand is formed readily when the base is erected. ~~Such display stands are shown in U. S. Patent No.2,066,844 to H. E. Lynch; U. S. Patent No.3,300,166 to W. P. Wojciechowski, U. S. Patent No.4,582,283 to P. Schmitt; and U. S. Patent No. 4,813,536 to W. T. Willis.~~ The main drawback of such display stands is that the base must be manually and painstakingly unfolded and erected at the merchandise display location. This process is often rather awkward and frustrating to carry out due to the stiffness of the cardboard material which renders the base difficult to unfold and to erect.

Please replace paragraph [0003] at the bottom of page 1 to top of page 2 with the following amended paragraph:

[0003] Attempts have been made to provide a ~~self erecting~~ self-erecting base attached to the underside of the merchandise packing tray such that the base can be erected by simply lifting the tray upwards. ~~Such display stand is shown in U. S. Patent No. 4,726,476 to J. S. Smith.~~ However, the ~~self erecting~~ self-erecting operation of the base of such construction is problematic because the folded base tends to retain its collapsed shape permanently and it could not be unfolded by its ~~self erecting~~ self-erecting mechanism. This problem is particularly severe when the folded base is compressed for a relatively lengthy period of time by the weight of the merchandise packaged packed in the tray.

Please replace paragraph [0004] in page 2 with the following amended paragraph:

[0004] It is a principal object of the present invention to provide a display stand having a ~~self erecting~~ self-erecting base in which the ~~self erecting~~ self-erecting mechanism is effective in unfolding and erecting the base.

Please replace paragraph [0009] in page 2 with the following amended paragraph:

[0009] Figure 3 is a top perspective elevation view of the base with the tray removed showing the elastic ~~biased~~ biased trapezoidal shape pivotal board of the ~~self erecting~~ self-erecting mechanism.

Please replace paragraph [0016] in page 4 with the following amended paragraph:

[0016] A generally ~~trapezoidal shape~~ trapezoidal-shaped wedge pivotal board 28 is located in a horizontal manner in the base 12. The pivotal board 28 has ~~a dimension~~ dimensions similar to the horizontal cross section ~~dimension~~ dimensions of the base 12 when the latter is in the erected condition. The wider front edge 29 of the pivotal board 28 is attached to the front panel 17 such that it is pivotable relative to the front panel as shown by the dotted line in Figure 3. The length of the pivotal board 28 is longer than the width of the side panels 19 and 20 when the latter are in the erected condition. A horizontal slot opening 30 is formed in the rear panel 18 in a location slightly below the horizontal fold line 27. A narrower rear end portion 31 of the pivotal board 28 will engage with the slot opening 30 to hold the pivotal board 28 in the generally horizontal position so as to maintain the base 12 securely in the erected condition.

Please replace paragraph [0018] in the bottom of page 5 to the top of page 6 with the following amended paragraph:

[0018] An extension flap 35 pivotable relative to the top edge 34 of the rear panel 18 may extend outwards from this top edge. Mounting pads 36 and 37 having a plurality of ~~fussy~~ fine hair-like clinging fingers such as ~~velcro~~ VELCRO (trade mark) pads may be provided on the surface of the extension flap 35 and the associate ~~fussy~~ mounting pads 38 and 39 as shown in Figure 2 also provided on the underside of the tray 10 such that the mounting pads and the associated ~~fussy~~ mounting pads cooperate to secure the tray 10 resting safely and removably on the base 12.